

**Maryland Global Express**  
**The Newsletter of the Baltimore US Export Assistance Center**  
**“Your Gateway to the World”**

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# MARYLAND GLOBAL EXPRESS

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Baltimore US Export Assistance Center

<http://www.buyusa.gov/baltimore>



## JULY 2008 NEWSLETTER

Edited by Kavanaugh Livingston

### BALTIMORE EXPORT ASSISTANCE CENTER 4<sup>TH</sup> OPEN HOUSE: AUGUST 20, 2008



Baltimore U.S. Export Assistance Center will host its 4th Annual Open House on Wednesday, August 20, 2008 from 4-6 PM. The Open House will be held at our office at 300 West Pratt Street, Suite 300 and followed by a baseball game featuring the Orioles against the Boston Red Sox at Camden Yards.

The Open House is an opportunity to learn about the Center's activities this year and to recognize local businesses with awards for their export achievements. Invited guests include our supporters in the Maryland business community active in U.S. Commercial Service events.

Baseball tickets can be purchased for \$35 by August 8th, 2008. To register and purchase tickets, please email [Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov).

### SAVE THE DATE: INDIA BUSINESS FORUM ON OCTOBER 28, 2008

Carmine D'Aloisio, Minister – Counselor for Commercial Affairs at the US Commercial Service in Delhi, India will headline a business forum featuring senior U.S. Department of Commerce officials, EXIM Bank executives and regional business leaders. The event will address current market opportunities, government supported financing programs and emerging business models for India.

Mr. D'Aloisio has worked for the United States Department of Commerce U.S. Commercial Service for more than 20 years. Before his current posting, he was the Minister-Counselor for Commercial Affairs at the American Embassy in Korea. From November 2001 to July 2002 he served as Acting Deputy Assistant Secretary, International Operations. His extensive overseas experience has included assignments in The Philippines, Thailand, Kuwait, Saudi Arabia (Riyadh and Dhahran) and Italy.

The US Commercial Service currently has seven offices throughout India in: Ahmedabad, Bangalore, Calcutta, Chennai, Hyderabad, Mumbai, and New Delhi.

### FEDEX CERTIFIED TRADE MISSION TO INDIA, NOVEMBER 9-15, 2008

FedEx is sponsoring its first U.S. Department of Commerce-Certified Trade Mission to India, November 9-15, 2008, with stops in New Delhi, Hyderabad, and Mumbai. This trade mission offers a unique opportunity for U.S. firms to launch or expand business in one of the world's most dynamic markets; the mission will put participants in face-to-face contact with Indian business executives, industry decision-makers, government officials, commercial specialists, and others. The U.S. Commercial Service will help participants find partners, distributors, agents and buyers in India. For more information, please visit the mission website:

<http://offer.van.fedex.com/m/p/fdx/ind/trademission.asp>

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### Selected U.S. Commercial Service 2008 Trade Events

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**NEW MARKET RESEARCH:** A short sampling follows - for more info on these & other free reports go to <http://www.export.gov/mrktresearch/index.asp> directly.

Brazil - Anatel Modifies Fixed-Line Operators' Universal Access Obligations  
Brazil - Federal Development Bank Approves US\$146mn to Fund Telecom Carrier  
Brazil - Communications Ministry to Invest US\$17mn in Wireless Internet Solutions  
Canada - Encryption Products  
Egypt - Egyptian Education Initiative (EEI)  
India - Internet Network Security Product  
Indonesia - Broadcasting Services  
Panama - New Wireless Telecom Operators  
Brazil - Growth of the PC market in 2007  
Bulgaria - Aviation Market Overview 2008  
Czech Republic - Aerospace Market Overview  
Egypt - Update on the Smart Village  
Finland - ICT Market Overview  
Finland - Defense Market Overview  
Georgia - Security and Safety Equipment Sector  
Italy - Implementation of Port of Catania Security Plan  
Japan - Telecommunications Market  
Lebanon - The ICT industry relies on exports  
Mexico - GE Infrastructure Queretaro plant expansion  
Norway - Audio/Visual Equipment  
Philippines - Telecom and Broadcast Industry Overview  
Romania - IT Overview Sector  
Singapore - Standards and Conformity Assessment  
Ukraine - Safety and Security Equipment Market  
Uzbekistan - Telecommunications Report  
Venezuela - Reorganization of Venezuelan Civil Aviation Authority

#### **China's Oil Subsidies:**

When will China get serious about constraining its energy demand? China has the fiscal room to maintain refined oil subsidies for far longer than most other Asian countries, and it will almost certainly do so. Systematic under-pricing of energy has played a role in China's recent economic growth, but a far smaller one than generally recognized. So the adjustment to world prices, when it comes, will not undermine Chinese growth. Finally, China has already demonstrated a great deal of seriousness about improving energy efficiency and diversifying its energy sources – far more than the world's other big energy hog, the United States. The question is not whether China will get serious but when the US will catch up to China.

First, the cost of subsidies. This has ballooned substantially in the past six months as the international crude oil price surged from around US\$90 a barrel to near US\$140. In 2007, Beijing spent a total of Rmb 60bn on oil subsidies: Rmb 5bn to the main refiner, Sinopec, to compensate for refining losses caused by low fixed retail prices, and another Rmb55bn or so in rebates to targeted diesel user groups, mainly farmers and urban public transport bureaus. This amounted to 1.2% of government expenditure, 0.2% of GDP, or about one third of total taxes paid by the state-run oil companies.

Provided by: Gavekal -Dragonomics

#### **South China: English Training Industry**

The English training market in South China, especially in the cities of Guangzhou, Shenzhen and Zhuhai, has been growing fast. Encouragement from China's Ministry of Education (MOE) and the effects of globalization have opened the doors for Chinese citizens to learn English. Chinese students desire to learn English in order to work for multinational corporations or organizations in the quest for higher salaries. According to The New Oriental, a domestic English training program, medium proficiency in English can potentially give Chinese up to a 25 percent salary boost, and advanced proficiency can provide more than 70 percent. The Chinese government also wants its citizens to learn English in preparation for the future influx of foreign tourism. An unsaturated English training market in China provides the opportunity for American companies to acquire a large share of the annual \$2.6 billion market that is growing at a 12% rate. Although U.S. companies will face competition from European, Australian, and Chinese programs, the growing demand exceeds the rising supply of English training programs.

Link to Link to Full Article:

[http://www.buyusainfo.net/docs/x\\_9634240.pdf](http://www.buyusainfo.net/docs/x_9634240.pdf)

#### **Energy**

Contact: Louisa Chiang

#### **POWER-GEN INTERNATIONAL**

*Orlando, Florida*

*December 2-4, 2008*

POWER-GEN International is the world's largest power generation event and has been chosen by the U.S. Department of Commerce to participate in the International Buyer Program. More than 17,000 attendees from 75 countries will participate. This year's event will feature 200 speakers

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on business and technical issues pertaining to the energy, environmental and technology industries and sectors.

POWER-GEN will also offer in-depth pre-conference technical courses and opportunities for new product and services launches.

For more information contact:

Sarah Syverson, Event Manager  
POWER-GEN International  
1421 S. Sheridan  
Tulsa, OK 74112 USA

Tel: 918-832-9343  
Fax: 918-831-9729  
Email: [pgievent@penwell.com](mailto:pgievent@penwell.com)

### US BASED EVENTS

Graphics of America, Feb 26-28, 2009

**INTERNATIONAL EVENTS:** for more info on these and other upcoming programs, go to <http://www.buyusa.gov/siliconvalley/intl.html>

France - APPLE EXPO 2008 September 23 - 27  
Italy - VON Italy and Broadband Business Forum 2008 September 24 -25  
Thailand - ITU Telecom Asia 2008 September 02 -05  
Singapore - GlobalTRONICS 2008 September 09 – 12, 2008  
United States - PRINT 09 September 11 – 16 Chicago, IL  
Singapore - GlobalTRONICS 2008 September 12  
South Africa - Aerospace Executive Service (AES) at Africa Aerospace & Defense 2008 September 16 - 19  
Mexico - BajaMak 2008 September 22  
Italy - VON Italy and Broadband Business Forum 2008 September 24 - 25  
Argentina - Expo-Comm Argentina September 26  
France - Forum de l'Electronique September 30 – October 03  
Japan - Japan Aerospace 2008 October 01 - 05  
Turkey - CeBIT Bilisim Eurasia 2008 October 07 - 12  
Switzerland - WORLDDIDAC Basel 2008 October 29 - 31  
China - PT/Expo Comm Telecom October 21 - 25  
Austria - Trends in Telecoms November 13  
United States - IAAPA 2008 November 18 -21  
Germany - Electronica 2008 USA Pavilion November 11 - 14  
France - SCS Automation December 09 - 12  
Germany - Systems 2008 October 21 - 24  
China - 2008 Int'l Printed Circuit & Electronics Assembly Fair December 05 - 07

### Aerospace

#### **EUROSATORY EURONAVAL**

#### **Naval Defense and Maritime Exhibition**

*Paris-Le Bourget, France  
October 27-31, 2008*

Euronaval is the leading international trade fair for naval defense. Since 2002, it has expanded its scope to the maritime sector and industrial activities associated with State actions at sea. The last edition of Euronaval, in October 2006, featured 345 exhibitors from 27 countries, 31,100 professional visitors, and 85 official delegations. Euronaval remains the meeting-place for decision makers in the defense world and is a must in exhibitions devoted to naval defense. Equipment and materials featured at the show include:

**Territorial Defense:** Force Projection, Peacekeeping, through lifeLogistic support, Training

**Maritime Safety State Actions At Sea:** Maintaining public order, Combating illicit trading, Fisheries enforcement, Life saving at sea, Surveillance of shipping lanes, Pollution prevention and control, Hydrography, oceanography

**Satellite Navigation:** Navigation applications, Transmissions, Position fixing, Tracking identification, Surveillance, Early warning

Kallman Worldwide International (KWI) is organizing the USA National Pavilion at this event. For more information, please contact: Ellen Demarest, tel: (201) 251-2600; e-mail: [ellend@kallman.com](mailto:ellend@kallman.com)

### Environment

Contact: Jolanta Coffey

#### **Clean Energy and Environment Trade Mission to China and India, Sept 1-12, 2008**

The U.S. Department of Commerce will sponsor this mission aimed to match participating U.S. companies with opportunities in these fast-growing markets, where American clean energy and environmental goods and services can help address energy security and climate change, improving the environment. The mission will promote U.S. technologies for renewable energy, biofuels, energy efficiency, clean coal, distributed generation, waste and wastewater treatment, packaging recycling, and drinking water treatment. The itinerary includes Beijing, Jinan, and Shanghai, China, and New Delhi, Hyderabad, and Mumbai, India. For further details, please visit:

<http://www.export.gov/cleanenergymission/><sup>8</sup>.

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For more Environmental Technology events visit  
<http://www.buyusa.gov/environmental/upcomingevents.html>.

### Medical

Contact: Jeanne Townsend

Check out the Healthcare website:  
[www.buyusa.gov/healthcare](http://www.buyusa.gov/healthcare)  
Check out the new Clinical Research published on:

**Japan, 2008 AACC Market Brief 03/01/2008**  
**Malaysia, Clinical Diagnostics 04/01/2008**  
**Philippines, Clinical Laboratory Products 03/01/2008**

### **Corporate Executive Office (CEO) at MEDICA 2008**

*Dusseldorf, Germany*  
*November 19-22, 2008*

At **MEDICA 2008** The U.S. Commercial Service of the U.S. Department of Commerce will offer a unique way for U.S. firms to optimize their participation in the world's largest and most prestigious medical technology and equipment show.

The **Corporate Executive Office (CEO) at MEDICA 2008** provides the ideal opportunity to:

- Showcase your product to over 137,500 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,960 exhibitors.
- Strike business deals without the expense of an exhibition booth.

As a CEO participant you will receive:

- **Full access to the CEO Business Center:** a shared office center directly on the show floor with a comfortable work area. You will have a table with four chairs, unlimited Internet access, telephone, fax, and a photocopy machine available. Reception and hospitality service will also be provided.
- **A dedicated multilingual personal assistant** will work exclusively with you during the show to arrange a daily schedule of meetings with high-potential business partners, agents, and/or buyers.
- **Advanced promotion to top local contacts in more than 32 countries in Europe and beyond.** Commercial specialists in the U.S. Embassies and Consulates will distribute a brochure (in English and German) where your company and products will be prominently featured. This brochure will also be distributed at MEDICA and other medical trade shows. Interest in your company will be captured (and sent to you) and matchmaking appointments will be arranged for you with visitors to MEDICA at the CEO.

- Complimentary promotion and listing on the **official MEDICA portal** at <http://www.medica.de> and on the websites of our U.S. Commercial Service offices throughout Europe. Through these powerful tools, you will keep your company and its products in front of MEDICA customers and international businesses all year long!
- **Individualized counseling and market strategy discussions** with US Embassy commercial specialists as part of the Showcase Europe Medical Showtime program.

- A MEDICA admission pass and show catalog (a \$100 value).

- Local accommodation listings and other useful travel information.

The participation fee for this program is **\$4,900 for four days. Fees do not include travel, lodging or incidentals.**

#### Contact:

**Jeanne Townsend**

Senior International Trade Specialist  
(410) 962-4518

[Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

### **Free Catalogue Program at ExpoMEDICAL 2008**

*Buenos Aires, Argentina - September 11-13, 2008.*

ExpoMEDICAL is positioned as the largest multi-sector healthcare exhibition among Spanish speaking countries and it is an open gate in South America to the state-of-the-art medical and hospitality technology from Argentina and abroad. The U.S. Commercial Service office in Buenos Aires has developed a catalogue program to assist with promotion of U.S. healthcare products and services at ExpoMEDICAL. If you would like to have the U.S. Commercial Service promote your products and services at ExpoMEDICAL, please contact Gabriela Zelaya at [gabriela.zelaya@mail.doc.gov](mailto:gabriela.zelaya@mail.doc.gov) or Liliana Paz at [liliana.paz@mail.doc.gov](mailto:liliana.paz@mail.doc.gov). For more information on ExpoMEDICAL, please visit:  
<http://www.expomedical.com.ar/ingles/default.htm>.

### Safety/Security

Contact: Louisa Chiang

### **SEGURSHOW SAFETY AND SECURITY**

*Caracas, Venezuela*  
*October 29-31, 2008*

SEGURSHOW 2008 is the most important specialized business forum for the Safety & Security industry in Venezuela. This annual event promotes

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U.S., European and Latin American products and services related to fire, safety, automation, and security. More than 3,500 executives of the safety and security industry, are expected to visit. SEGURSHOW 2008, which is sponsored by the National Fire Protection Association, the International Fire Service Training Association, the American Society for Industrial Security, the Latin American Security Association, and the Venezuelan Security Association. The U.S. Commercial Service at the U.S. Embassy in Caracas (CS Caracas) strongly supports the event as well.

For More Information: Contact: Ms. Betty Castro, at [Betty.Castro@mail.doc.gov](mailto:Betty.Castro@mail.doc.gov) Tel: (58 212) 907-8398; Fax: (58212) 975-9653. Website: [www.buyusa.gov/venezuela](http://www.buyusa.gov/venezuela).

### MILIPOL Qatar 2008:

Qatar International Exhibition Centre  
Doha, Qatar  
November 17-19, 2008

Building on the success of previous years the 7<sup>th</sup> edition of **Milipol Qatar** will address viable solutions for the Region's governments who are faced with the challenges in the area of internal state security, local community, industrial site security and civil defense. Centrally located in the Middle East, Qatar is home to the U.S. Central Command for the region.

**Milipol Qatar**, the gateway to the Middle East security market, is a highly effective way of accessing this important market and offers the ideal opportunity to promote your products and services to a high level targeted audience of key decision makers from the region.

In 2006 **Milipol Qatar** featured 245 exhibitors from 36 countries. 3,900 decision makers from 69 countries as well as 170 official delegations from 24 countries. **Milipol Qatar 2008** offers an unprecedented opportunity to enter into or build existing relationships in one of the fastest growing industry sectors today-security and defense.

Kallman Worldwide, Inc., organizers of international trade fairs since 1963, is pleased to have once again been appointed the U.S. agent for **Milipol Qatar**.

For additional information please contact Ellen Demarest, Kallman Worldwide at (201)-251-2600.

### Travel and Tourism

Contact: Jolanta Coffey

#### ITB Asia 2008

Suntec, Singapore  
October 22- 24, 2008

ITB Asia, the three day B2B trade show and convention, will have its debut October 22 to 24, 2008 in Singapore and will focus on Asia buyers. Outbound buyers of medium sized

enterprises, as well as suppliers of the Asia-Pacific are joined by exhibitors of the worldwide tourism value chain. For additional information or to apply please visit: <http://www.discoveramericapavilion.com/itbasia2008.html>.

The Discover America Pavilion at ITB Asia promotes the United States as the world's premier travel destination in a customer- and user-friendly environment, offering cost-efficient full-service participation alternatives:

#### BasicBooth

Complete, furnished individual turn-key booth

US\$ 3510

#### WorkStation

Complete, furnished shared turn-key booth

US\$ 2100

#### MeetingPoint

Meeting space in Pavilion Lounge

US\$ 1200

#### Sponsorships & Advertising

Advertising and Promotional Opportunities

from US\$ 1500

All Discover America Pavilion participation alternatives include listing in the Official Show Catalogue, Exhibitor Pass(es), and access to all Pavilion services.

### WORLD TRAVEL MARKET 2008

Excel, London  
November 10- 13, 2008

Last year, some 4.2 million travelers from the United Kingdom visited the United States, spending more than \$13.3 billion, or \$3,200 per person, and a 23% increase in U.K. arrivals is projected by 2011. 2/3 of the U.K. visitors came to the U.S. on vacation and 1/3 used a travel agency as an information source to plan the trip. WTM - World Travel Market is the U.K.'s premier international event for the travel industry, with some 22,500 travel & tourism professionals attending, more than half of whom are qualified international travel industry buyers as members of the Meridian Club. In addition, WTM is covered annually by over 3,000 members of the international press WTM promotes the United States as the world's premier travel destination in a customer- and user-friendly environment, offering cost-efficient full-service participation alternatives:

#### Basic Booth

Complete, furnished individual turn-key booth

\$8409.22

#### WorkStation

Complete, furnished shared turn-key booth

\$4940.67

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All Discover America Pavilion participation alternatives include listing in the Official Show Catalogue, Exhibitor Pass(es), and access to all Pavilion services.

### Sponsorships & Advertising

Advertising and Promotional Opportunities from \$605

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